We Claim:

1. A fruit juicer, comprising:

a centrally arranged, projecting and upwardly tapering element for pressing fruit disposed to be rotatable about an axis of rotation;

a drive train including a motor and an output shaft for driving said tapering element via toothed wheels;

an element connected to said tapering element and axially displaceable relative to said toothed wheels;

a switch connected for switching said motor and disposed to be actuated when said tapering element is depressed, and wherein said axially displaceable element is configured to actuate said switch in close vicinity of said axis of rotation.

- 2. The juicer according to claim 1, wherein said switch comprises a switch lever and a key, and said key is disposed to be actuated by said switch lever via said axially displaceable element.
- 3. The juicer according to claim 1, wherein said switch comprises a rocker and a key, and said key is disposed to be actuated by said rocker via said axially displaceable element.

- 4. The juicer according to claim 1, wherein said axially displaceable element is a drive shaft carrying a shaft bushing, and said tapering element is formed with a hub lapping over said shaft bushing.
- 5. The juicer according to claim 4, which comprises a compression spring mounted between said hub and said shaft bushing.
- 6. The juicer according to claim 5, wherein said compression spring is supported on a wear-plate.
- 7. The juicer according to claim 1, which comprises a device for preventing excessive pressing of said switch or said key.
- 8. The juicer according to claim 6, wherein said device is a stop.
- 9. A fruit juicer, comprising:

an upwardly projecting and upwardly tapering element for pressing fruit mounted to be rotatable about an axis of rotation;

a drive train including a motor connected to and selectively driving said tapering element;

an element connected to said tapering element and axially displaceable relative to said drive train; and

a switch connected for switching said motor and disposed at or in close vicinity of said axis of rotation, for actuation by said axially displaceable element when said tapering element is depressed.

10. The fruit juicer according to claim 9, wherein said drive train includes a power output shaft of said motor, and a gear transmission with toothed wheels for transmitting drive power to said tapering element.